

SAMPLE PROJECT

1

Adventure



Ad-Venture Solutions

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Queen 'Be'es of Ad-Venture

Kavleen
Kaur



Diksha Nasa



Rashika
Barua



Satnam
Kaur



Our Client



bumble



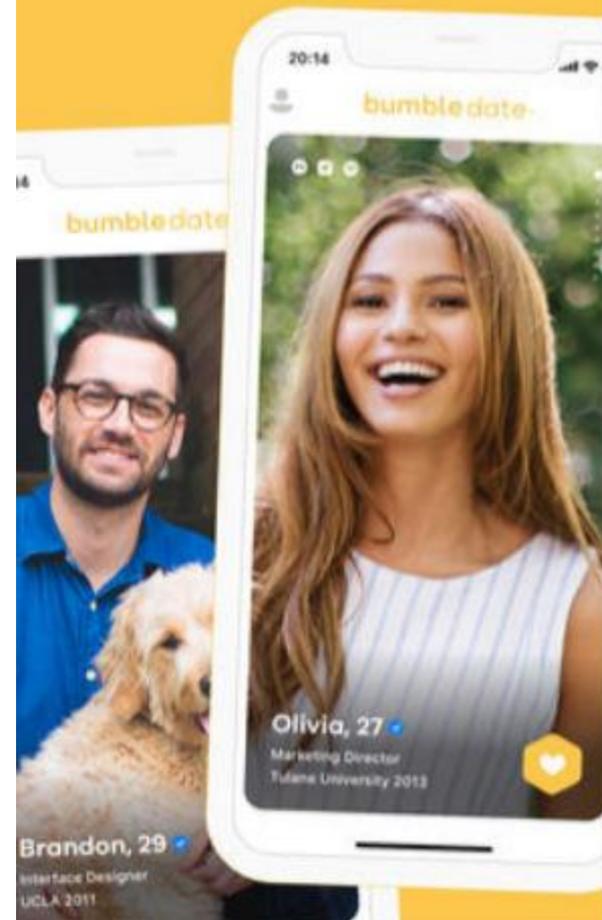
made by freemake.com



NOT YOUR BASIC DATING APP



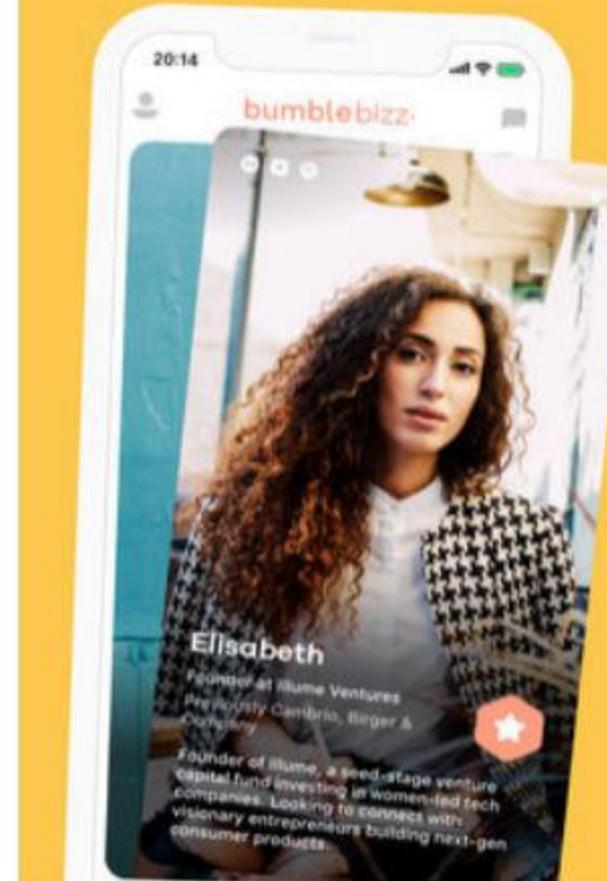
Dates



Friends



Network



Make the first Move



FOR THOSE WRITING THEIR OWN
CHECKS.. 

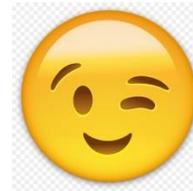
AGMX

made by freemake.com

Rather be tied up with cuffs and not strings
Write my own checks like I write what I sing
yeah (Yeah)

@ARIANAGMEXICO

Team up with Bumble BFF



Creative strategy statement

BENEFITS

The dating app where women make the first move.

Are you a woman tired of being seen as a piece of meat up for sale on dating sites? Are you a guy who is too nervous to ask a girl out? Well Bumble might be what you need



Our Advertising Cupids thought of hitting 'em ladies and gentlemen with various methods



Metro Print Ads



Open doors to equality



Open door to new opportunities



BABE GA
TONIGHT

I STARTED MY OWN BUSINESS. WE
PIGEONS AND DO THEIR MAKEUP.



PINEAPPLE PIZZA TONIGHT?



I CAN'T BELIEVE YOU'RE REAL

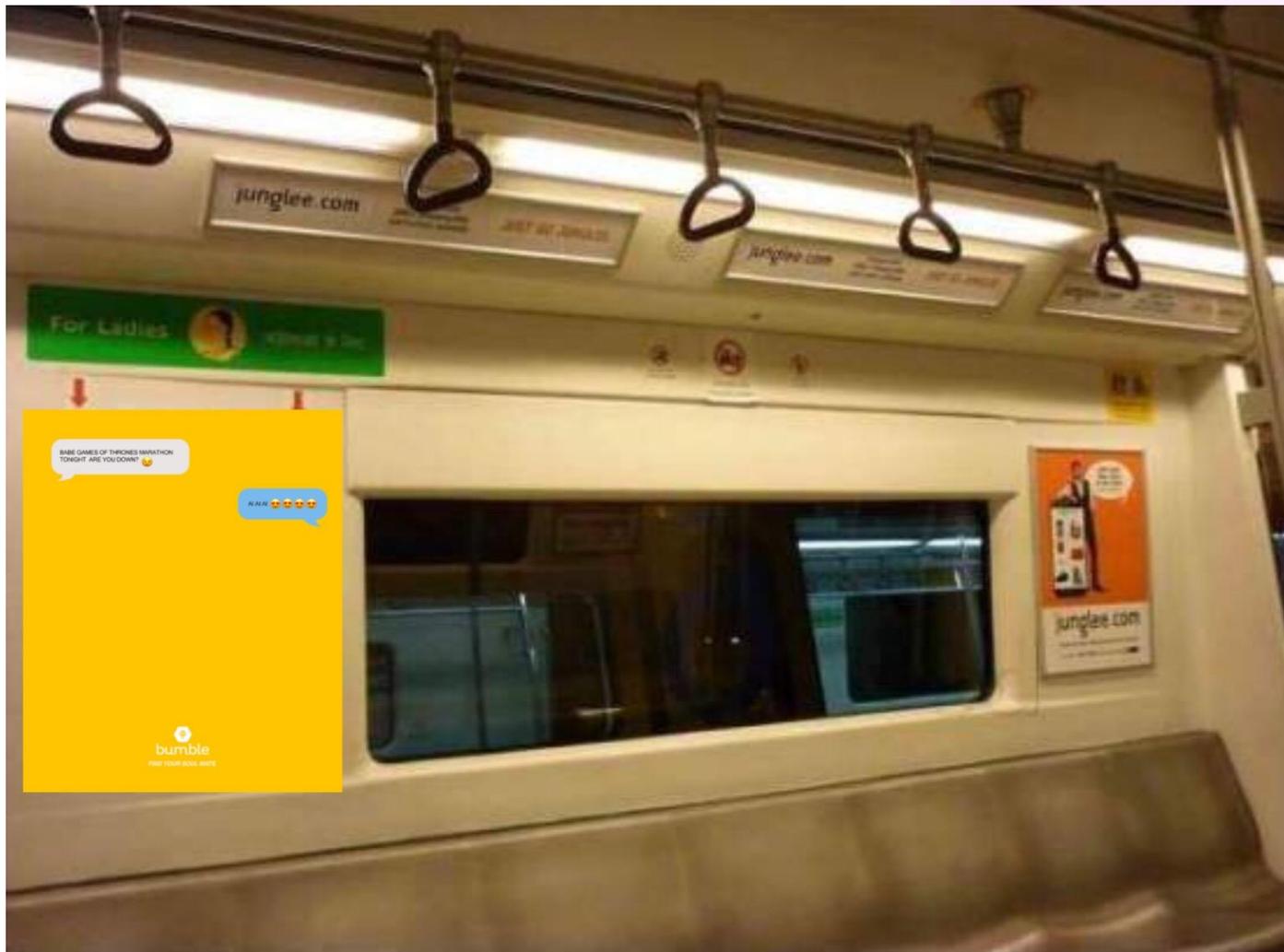


b
FIND YOUR



bumble

FIND YOUR WING WOMEN



Or..Pss.. Isn't that guy in the other coach hot?
Find your honey, queen bee! 🐝

Hitting the Boards!

Nightclub or Netflix...

Dancing on tables at a nightclub



Did you know?

You can be a woman and a boss with the trousers at the same time.



What the Bumble Advertisements reassure you about

Be the CEO your parents wanted you to marry

(Then find someone you like)

Find your honey
on bumble. 🐝🍯

#IN
HER
COURT

bumble

- Bumble is all about women who like to make the first move.
- The Boss ladies to expand their networking hive 
- Those longing to find a BFF
- The ball is in her court 
- You can say thank u, next.
- And of course, levelling up 
- “What we are trying to do as a brand is break down stereotypes and social boundaries for women, where they feel like they have to wait for the man to make the first move – both in dating and across every aspect of their life.”

Tone of the Advertisement

- In print media, such as newspaper and magazines, tone is established through a balance of written copy and visual imagery. The expressions of people or illustrated characters in print ads have effects as well. Copy contributes to the tone by providing specific details on the benefits of the brand, but the way that the words are strung together can create tone, too. The ultimate perception of the audience is formed by absorbing everything together.

Yellow is a cheerful color. It promotes optimism.

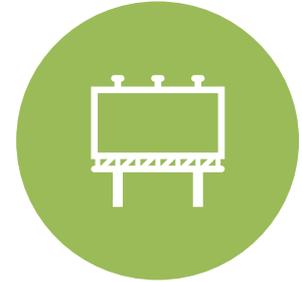
Well, who doesn't need that?

A platform we are proud to have our daughters use one day

How much do
you spend on
the
advertisement?



METRO – RS. 10
LACS

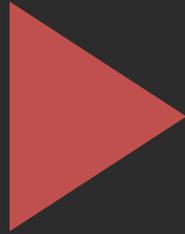


BILLBOARDS – RS.
5 LACS



TV ADS – RS. 3
CRORES

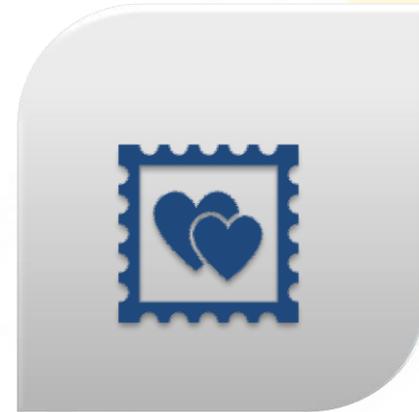
'Ladki 25 ki
hogai hai ji,
achha ladka
mil raha hai,
shaadi kardo'



Can't girls be
the achha
ladka for
themselves.



WE STAMP OUT ANY NEGATIVE CONNOTATIONS ASSOCIATED AROUND USING APPS TO FIND A POTENTIAL PARTNER, RATHER THAN SPIKE DOWNLOADS.



FROM FRIENDSHIP TO DATING, WE ARE CREATING A WORLD AROUND THE CORE VALUES OF KINDNESS AND CONNECTION

THE TIME I TRIED BUMBLE BFF



"I don't need any promotions, I will pay the full amount and enjoy being treated as a VIP."



REPORT

You're Invited

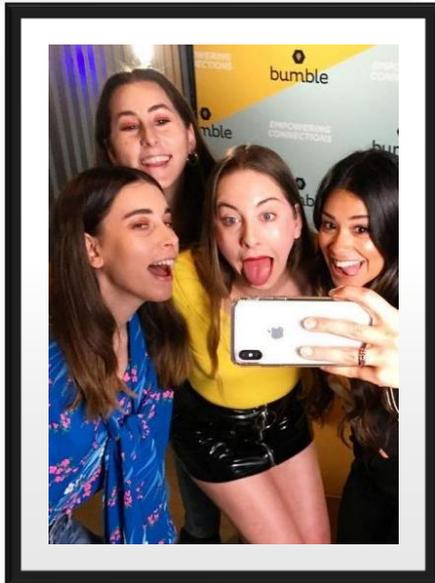
WINTER BUMBLELAND

SATURDAY
HOSTED BY
ENDALL & KYLIE JENN
MUSIC BY
SIMIHAZE

SUNDAY
HOSTED BY
ASHLEY GRAHAM
MUSIC BY
HANNAH BRONFMAN

April 15 & 16, 2017 • 1:00pm - 6:00pm
Rancho Mirage, CA

#WINTERBUMBLELAND **Top Pro**



PR

Lunches

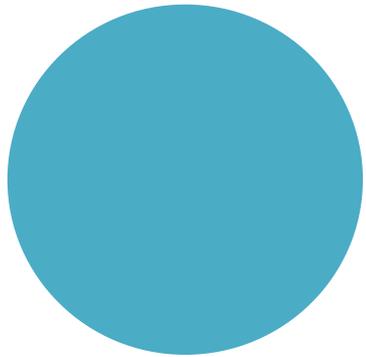
Parties

Inviting fashion bloggers

Inviting campus ambassadors

Direct Marketing

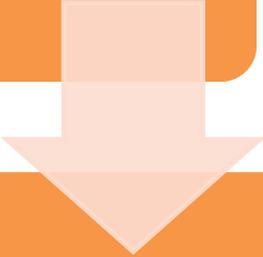
- Using Direct Marketing, direct mail the online users to a targeted online location using a special landing page.
- Ensuring the direct mail strategy is integrated with email marketing and other digital marketing.
- Planning the email campaigns to go out the same time as the direct mail campaigns with similar offers, to allow users a multiple platform to respond
- To make the most out of the spike in web traffic when direct mail and email campaigns are launched.



Geographical Allocation of Budget



The section of youth who is more likely to go on a dating app is more in urban areas, and thus it is beneficial to spend more to advertise more in urban areas, but comparatively, there are more towns and rural areas than urban.



And even in urban areas, the more you advertise near college, the better the response from the campaign.

Thus, we allocate 65% towards the urban area (Metro ads, TV ads and billboards), since it is expensive compared to when we put up billboards and advertise on TV in the rest of India.

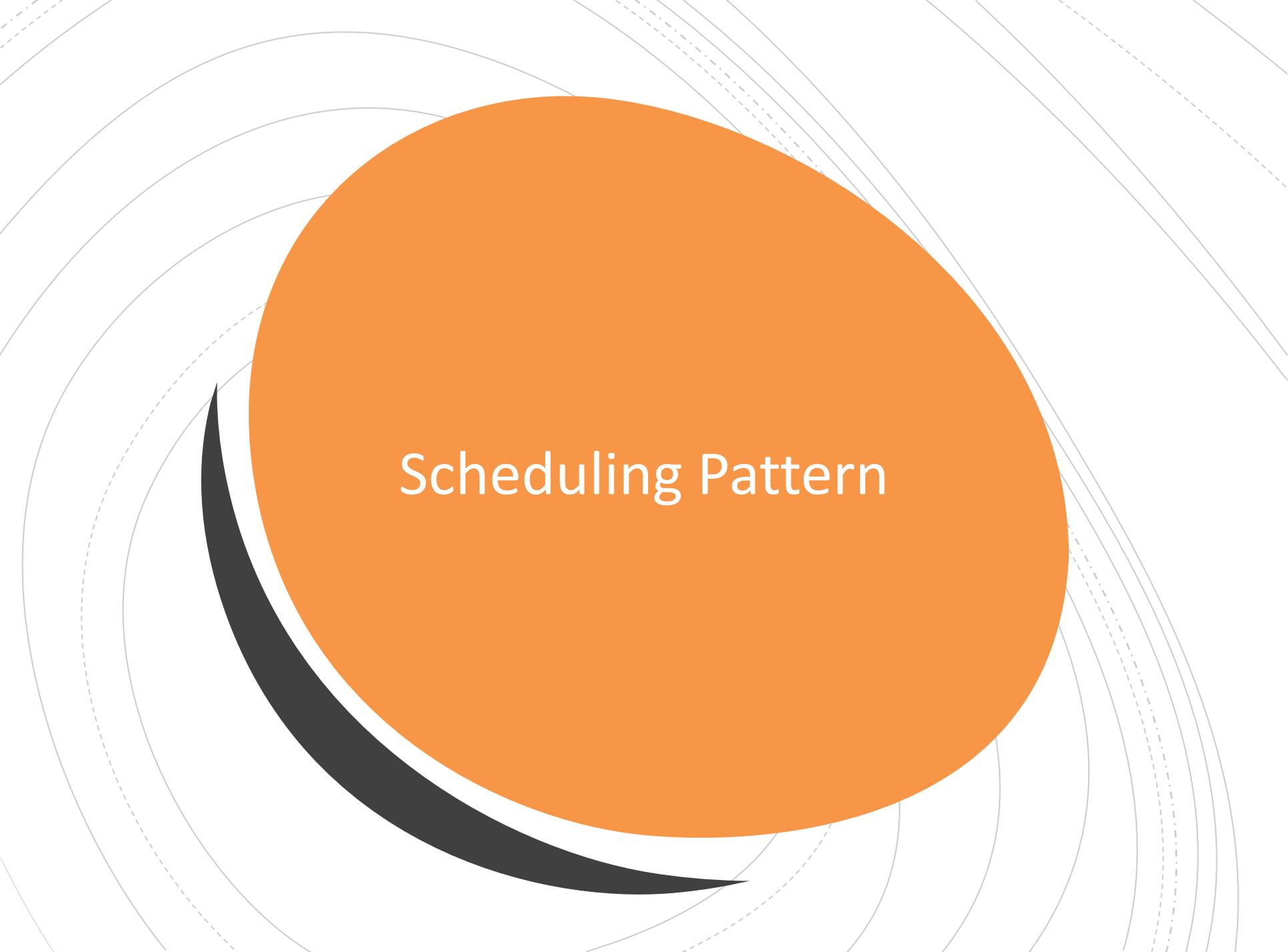
Which media to use?

For this
campaign
we will
advertise
on

Metro's ad panels,

Billboards and

TV commercials

The background features a large orange circle on the right side and a black crescent shape on the left side. The text "Scheduling Pattern" is centered within the orange circle. The background is decorated with several thin, light gray lines, including solid and dashed arcs that curve around the central elements.

Scheduling Pattern

Metro ads

- The metro ads are run in only major ones which are **Kolkata, Delhi, Bengaluru** and **Mumbai**.

Billboards

- The billboards would be strategically put up in the areas with more youth visibility, like around college campuses and near offices or malls and near theatres or airports in towns.



TV Commercial

- The channels with more youth audience, and time slots with more presence of these people will be selected, like MTV, TLC and music channels, advertising more around evening or night time will guarantee the consumer's curiosity.



Thank
you